Walker-Biker Incentive Program

Program Concept: Reward customers with branded panniers and pull-carts, plus store “points” or coupons for number of times they walk/ride to shop. Program is in keeping with Mrs. Green’s core values and could be added to existing Loyalty Program. This type of program has multi-level benefits, from supporting healthy life styles, to decreasing cars parked in the lot (and cars on the road), as well as provides positive and interesting press, and is advertising in motion.

Example of Branded Panniers

(A great a gift for the biker, plus targeted advertising for Mrs. Green’s)

Same concept of branded carrier can be made for walkers, and bike racks in front of stores could be fruit and vegetables.